



## **SPECIAL EVENTS GRANT PROGRAM (SEGP) APPLICATION COVER PAGE 2008**

### **Applicant Information**

Applicant Organization: \_\_\_\_\_

Project Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ 9-Digit Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Non-Profit Federal ID Number: \_\_\_\_\_

(Copy of official nonprofit certification must be sent with completed SEGP Application)

### **Event Information**

Event Title: \_\_\_\_\_

Location of Event: City \_\_\_\_\_ County: \_\_\_\_\_

Event Tier (see page 3 of Overview): \_\_\_\_\_ ☐ New Event \_\_\_\_\_ ☐ Established Event

Date of Event: \_\_\_\_\_

Estimated Total Project Cost: \$ \_\_\_\_\_

Grant Amount Requested: \$ \_\_\_\_\_



## Montana Department of Commerce - Travel Montana Special Events Grant Program (SEGP) Application - 2008

Each of the following Grant Application Information Sections, numbered I through VIII, must be addressed on no more than one (1) sheet of paper (single spaced, 12-point type) and attached to the Cover Page. Applications must be postmarked by December 7, 2007. Late or incomplete applications will not be accepted.

<b>SECTION I</b> Proposed Project Summary (35 Points)	<p><b>A)</b> Describe the event in detail and specify how the event will comply with the purpose of the SEGP by creating and sustaining economic development in Montana. Make sure you address the following:</p> <ul style="list-style-type: none"><li>• Where and when (dates) the event will take place</li><li>• New or established event. If established, what year the event first took place.</li><li>• Partner organizations involved in conducting the event.</li><li>• Expected attendance.</li><li>• Percentage of attendees expected from outside a 100-mile radius of the event location (if answer is based on research, provide source of information).</li><li>• Percentage of attendees expected to stay at least one night in a local hotel, motel, B&amp;B, private campground or other paid accommodation (if answer is based on research, provide source of information).</li></ul> <p><b>B)</b> Describe the ability of the event's host community to accommodate expected event attendance for the duration of the event. Be sure to address the following areas:</p> <ul style="list-style-type: none"><li>• Number of lodging facilities in the host community and within a 30-mile radius. Facilities do not need to be named.</li><li>• Number of event area restaurants and/or plans to provide food services.</li><li>• Existing public restroom facilities and/or plans to provide these services.</li><li>• Local law enforcement and emergency services or other similar services available for the event.</li></ul>
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<p><b>SECTION II</b> Proposed Timeline (15 Points)</p> <p><i>Example</i></p>	<p>A) Provide an event schedule that identifies timelines for major planning, promotion and implementation of activities necessary to conduct the event.</p> <p><b><i>Planning</i></b></p> <table><tr><td>May 2007</td><td>Day after XXX Event, evaluate and begin planning for next year</td><td>Applicant and Partners</td></tr><tr><td>September 2007</td><td>Begin committee meetings</td><td>Applicant and Partners</td></tr><tr><td>January 2008</td><td>Begin fund raising</td><td>Applicant</td></tr></table> <p><b><i>Promotion</i></b></p> <table><tr><td>April 2008</td><td>Run ads in local and regional media</td><td>Applicant</td></tr><tr><td>May 2008</td><td>Schedule featured interviews with local media</td><td>Applicant</td></tr></table> <p><b><i>Implementation</i></b></p> <table><tr><td>January 2008</td><td>Implement marketing plan</td><td>Applicant</td></tr><tr><td>March – April 2008</td><td>Finalize and implement committee recommendations</td><td>Applicant and Partners</td></tr><tr><td>May 2008</td><td>Event begins</td><td></td></tr></table>	May 2007	Day after XXX Event, evaluate and begin planning for next year	Applicant and Partners	September 2007	Begin committee meetings	Applicant and Partners	January 2008	Begin fund raising	Applicant	April 2008	Run ads in local and regional media	Applicant	May 2008	Schedule featured interviews with local media	Applicant	January 2008	Implement marketing plan	Applicant	March – April 2008	Finalize and implement committee recommendations	Applicant and Partners	May 2008	Event begins	
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<p><b>SECTION III</b> Proposed Project Administration (10 Points)</p>	<p>A) Provide a brief history of the applicant organization. Include information about the organization’s membership.</p> <p>B) Describe the applicant organization’s experience conducting similar events. Include information regarding the similar event’s budget, attendance, and the economic impact on the area (include the source of the economic impact information provided).</p>																								
<p><b>SECTION IV</b> Proposed Project Experience (35 Points)</p>	<p>Provide answers to the questions for the Category that pertains to your event (new or established):</p> <p><b><i>Category I – New Event</i></b></p> <p>A) What do you expect the economic and social benefits of the event to be for the community and surrounding area?</p> <p>B) Have you researched the benefits and outcomes of similar events? If so, identify the events you have researched and their associated benefits and outcome.</p>																								

	<p><b>Category II – Established Event</b></p> <p>A) Detail the significant enhancements the applicant organization will make to the event that will attract visitors from a distance greater than 100 miles or will increase the number of event attendees staying overnight in local paid accommodations.</p>																																																
<p><b>SECTION V</b> Publicity, Promotions and Marketing (30 Points)</p>	<p>A) Describe how the event will be promoted or marketed to visitors or participants from outside a 100-mile radius of the event site.</p> <p>B) Describe the media coverage (print and electronic) you will solicit or have secured for the event.</p> <p>C) Describe how event attendance and origin of event attendees will be tracked.</p>																																																
<p><b>SECTION VI</b> Proposed Budget (30 Points)</p>	<p>A) Provide a detailed expense budget for the entire event. Identify expenditures that will be paid in full or in part with SEGP funds and those that will be paid in full or in part with the applicant organization’s matching funds.</p> <p>B) Provide a detailed earned income budget for the entire event. Identify and estimate income that will be generated through ticket sales, concession sales, booth rentals, registration fees, etc. If it is a new event, base projections on similar events or income estimates established by the event applicant. If it is an established event, base income projections on past event’s financial profile.</p> <p>C) Provide a summary of how profits will be reinvested in subsequent years of the event and which organization will be financially responsible for event profits.</p> <p><b>A) Example Expense Budget</b></p> <table><tr><th></th><th>Eligible SEGP Activity?</th><th>Local Soft Match</th><th>Local Hard Match</th><th>SEGP</th><th><b>GRAND TOTAL</b></th></tr><tr><td>Administration Planning</td><td>No</td><td></td><td>\$1,000</td><td></td><td><b>\$1,000</b></td></tr><tr><td>Entertainment: Band</td><td>Yes</td><td></td><td></td><td>\$1,500</td><td><b>\$1,500</b></td></tr><tr><td>Advertising Printing TV Ads Newspaper</td><td>Yes Yes Yes</td><td>\$500</td><td>\$200</td><td>\$150 \$200 \$100</td><td><b>\$1,150</b></td></tr><tr><td>Security</td><td>Yes</td><td>\$150</td><td></td><td>\$100</td><td><b>\$250</b></td></tr><tr><td>Event Announcer</td><td>Yes</td><td></td><td>\$150</td><td>\$150</td><td><b>\$300</b></td></tr><tr><td>Site Improvements</td><td>No</td><td>\$200</td><td>\$150</td><td></td><td><b>\$350</b></td></tr><tr><td></td><td><b>GRAND TOTAL</b></td><td><b>\$850</b></td><td><b>\$1,500</b></td><td><b>\$2,200</b></td><td><b>\$4,550</b></td></tr></table>		Eligible SEGP Activity?	Local Soft Match	Local Hard Match	SEGP	<b>GRAND TOTAL</b>	Administration Planning	No		\$1,000		<b>\$1,000</b>	Entertainment: Band	Yes			\$1,500	<b>\$1,500</b>	Advertising Printing TV Ads Newspaper	Yes Yes Yes	\$500	\$200	\$150 \$200 \$100	<b>\$1,150</b>	Security	Yes	\$150		\$100	<b>\$250</b>	Event Announcer	Yes		\$150	\$150	<b>\$300</b>	Site Improvements	No	\$200	\$150		<b>\$350</b>		<b>GRAND TOTAL</b>	<b>\$850</b>	<b>\$1,500</b>	<b>\$2,200</b>	<b>\$4,550</b>
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	<div>B) Example Earned Income Budget</div> <table><tr><td>Gate Receipts</td><td>\$2,500</td></tr><tr><td>Concession Sales</td><td>\$1,500</td></tr><tr><td>Booth Rental</td><td>\$500</td></tr><tr><td>Registration Fees</td><td>\$350</td></tr><tr><td><u>Tickets Sales</u></td><td><u>\$2,000</u></td></tr><tr><td><b>Total Income</b></td><td><b>\$6,850</b></td></tr></table>	Gate Receipts	\$2,500	Concession Sales	\$1,500	Booth Rental	\$500	Registration Fees	\$350	<u>Tickets Sales</u>	<u>\$2,000</u>	<b>Total Income</b>	<b>\$6,850</b>																				
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<div>SECTION VII Financial Commitment (15 Points)</div> <div>Example</div>	<div>A) List all sources of matching funds committed by the applicant organization. Be sure to:</div> <ul style="list-style-type: none"><li>Identify the type of match – cash (hard match), in-kind material or services (soft match)</li><li>The dollar amount or equivalent value of each commitment</li></ul> <div>Projected ticket sales, gate receipts and concession revenues DO NOT QUALIFY as a hard match.</div> <table><tr><th>Source</th><th>Hard Match</th><th>Soft Match</th><th>Total</th></tr><tr><td>Corporate Sponsor (Name)</td><td>\$15,000</td><td></td><td>\$15,000</td></tr><tr><td>Applicant’s Account</td><td>\$5,000</td><td></td><td>\$5,000</td></tr><tr><td>Chamber of Commerce</td><td>\$1,000</td><td></td><td>\$1,000</td></tr><tr><td>In-kind services (volunteer hours 200 hours @\$10/hour)</td><td></td><td>\$2,000</td><td>\$2,000</td></tr><tr><td>Local Supermarket (beef donation for BBQ dinner)</td><td></td><td>\$500</td><td>\$500</td></tr><tr><td>Event site preparation &amp; cleanup (use of local contractor’s heavy equipment 5 hours @\$150/hour)</td><td></td><td>\$750</td><td>\$750</td></tr><tr><td><b>Total</b></td><td><b>\$21,000</b></td><td><b>\$3,250</b></td><td><b>\$24,250</b></td></tr></table>	Source	Hard Match	Soft Match	Total	Corporate Sponsor (Name)	\$15,000		\$15,000	Applicant’s Account	\$5,000		\$5,000	Chamber of Commerce	\$1,000		\$1,000	In-kind services (volunteer hours 200 hours @\$10/hour)		\$2,000	\$2,000	Local Supermarket (beef donation for BBQ dinner)		\$500	\$500	Event site preparation & cleanup (use of local contractor’s heavy equipment 5 hours @\$150/hour)		\$750	\$750	<b>Total</b>	<b>\$21,000</b>	<b>\$3,250</b>	<b>\$24,250</b>
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<p><b>SECTION VIII</b> Project Outcome Indicators (30 Points)</p>	<p>You are requesting an investment of state Accommodation Tax Dollars along with the investment of local resources. In order to know if this investment achieves its purpose, we need to know what indicators your organization will use to determine whether your event is successful.</p> <p>Below is a list of potential result or outcome indicators. Choose the indicator(s) that are most descriptive of the results or outcomes you will be using to determine the success of your event. You must choose at least one. For each result or outcome, identify a quantifiable goal your organization hopes to achieve (i.e., number of attendees, inquiries, jobs or businesses created, jobs or businesses maintained, dollars spent by attendees, etc.).</p> <p><i>Attendance</i></p> <ul style="list-style-type: none"> <li>• Number of attendees/participants to the event</li> <li>• Number of attendees/participants from out-of-state</li> <li>• Number of first-time versus repeat visitors</li> </ul> <p><i>Inquiries</i></p> <ul style="list-style-type: none"> <li>• Number of responses and inquiries resulting from advertising and promotional activities</li> <li>• Number of responses and inquiries resulting from web page</li> </ul> <p><i>New Developments</i></p> <ul style="list-style-type: none"> <li>• Number and description of new business relationships and alliances established</li> <li>• Number and description of new products and alliances developed and marketed</li> </ul> <p><i>Economic Impact</i></p> <ul style="list-style-type: none"> <li>• Economic impact from direct purchases of services in event community</li> <li>• Number of jobs created</li> <li>• Number of businesses supported</li> <li>• Return on investment</li> </ul> <p><i>Marketing Efforts</i></p> <ul style="list-style-type: none"> <li>• Number of impressions, circulation figures or audience numbers and estimated dollar value of the television, print or other major media coverage resulting from the event</li> </ul> <p><i>Partnerships</i></p> <ul style="list-style-type: none"> <li>• Number and listing of all partners and their contributions and collaborative efforts</li> </ul> <p><i>Other</i></p> <ul style="list-style-type: none"> <li>• If adding an outcome category, provide a brief description of the outcome and the target goal the applicant organization will use to evaluate the event</li> </ul>
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# Certification

On behalf of the organization identified on this application, I certify that the submitted application meets all the eligibility requirements for the Special Events Grant Program (SEGP).

I understand that no funds will be awarded to a project that is completed prior to written approval notification by the Travel Montana, of the Montana Department of Commerce.

The applicant hereby certifies:

- A. That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- B. The applicant is aware the Department must comply with certain state requirements, which may impact proposed projects. Department funded projects must comply with all federal, state and community licenses, permits, laws and regulations.
- C. To the best of my knowledge and belief the information contained in this application is true and correct and the governing body of the applicant has duly authorized the documentation.

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Signature (required)

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Name (printed)

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Title

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Date